

**Troy Cablevision, Inc.****SPIN 143019481****Troy, AL****LI Broadband Program Adoption****Marketing Efforts -**

1. During the summer months of 2013, Troy Cable distributed signup packets to all local school systems within our four-county footprint to include: Pike, Dale, Coffee and Crenshaw counties. Each packet contained a flyer describing the program, application, and survey. With the approval of each schools Superintendent, Troy Cable delivered all copies to the Boards of Education for internal mail distribution, where each homeroom class received enough packets for all enrolled students and support teachers. Below is a list of school systems and the disbursement amounts to each school within.

Local school systems in the last two years have turned from using the standard text books to the use of IPADs w/ scholastic books downloaded. To follow are some of our local schools who have implemented the use of the IPAD for 2012-2014 school years: City Schools (7-12 grades, approximately 950 students) and County Schools (issued to 11<sup>th</sup> & 12<sup>th</sup> Graders for 3 High School locations). Many students who have assigned homework (e.g. work other than that within their downloaded text book) must have Wi-Fi or internet service available, in order to complete necessary projects.

**PIKE COUNTY: 5,260**

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**County School System**

- 1 - Primary School
- 2 - Elementary Schools
- 2 - High Schools

**Distributed: 2,400****City School System**

- 1 - Elementary School 1,200
- 1 - Middle School School 360
- 1 - High School 620

**Distributed: 2,180****Private School****Distributed: 480****Higher Education Facility****Distributed: 200**

## **DALE COUNTY: 3,780**

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### **County School System**

High School 368

Middle School 423

2 - Elementary Schools 624

**Distributed: 1,415**

### **City School System**

Early Childhood Center 200

2 - Elementary Schools 845

Middle School 560

High School 760

**Distributed: 2,365**

## **COFFEE COUNTY: 2,250**

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### **Coffee County Schools**

Elementary 330

High School 340

1 - K-12 School 810

**Distributed: 1,480**

### **City Schools**

Elementary School 400

High School 370

**Distributed: 770**

## **CRENSHAW COUNTY: 1,630**

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### **Private School**

**Distributed: 200**

### **County Schools**

2 - High Schools 1,430

**Distributed: 1,430**

2. Troy Cable provided flyers, and scheduled onsite registration dates at a Non-Profit Center. In addition, each person enrolled in programs offered by non-profit organization received a signup flyer. Below is a list of the non-profit location and the disbursement amounts to each.

## **NON-PROFIT ORGANIZATION: 825**

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Troy – 350 flyers, onsite signup date 04.03.13

Brundidge – 50 flyers, onsite signup date 04.10.14

Ozark – 275 flyers, onsite signup date 04.10.14

Rutledge – 50 flyers, onsite signup date 04.17.14

Elba – 100 flyers, onsite signup date 04.24.14

3. Local District Councilman: Sarg Dunn, promoted the LI Broadband Program through council & church based organizations in impoverished areas.
4. Career Center – 200 flyers distributed to two locations.
5. Troy Cable provided onsite marketing in CSR departments and on web site.
6. Community Marketing Outreach through local churches and organizations (“Grass Roots Marketing”).
7. Senior Nutrition Center Presentation given to 30 participants (Troy).
8. Direct marketing to existing Troy Cable Phone & Cable customers (3/21/13), 6500 flyers mailed.  
Coffee County – 800 flyers  
Crenshaw County – 800 flyers  
Dale County – 2400 flyers  
Pike County – 2500 flyers
9. Applicants could sign up at any Troy Cable location.

### **Problems -**

1. Troy Cable utilized as many community resources as possible. The only applicants/inquirers that Troy Cable had to deny were those individuals who currently had Broadband services (4/1) with us or another provider or had an outstanding Bad Debt account. Before Project inception Troy Cable increased the minimum Broadband Speed available to 4/1 based on the FCC’s recommendation. Based on the rules, those applicants were not eligible for the benefit although they met all other enrollment eligibility requirements and were below the 135% poverty level. This barrier created a huge problem for Troy Cable because we could not provide the discount to customers who truly needed the discounted internet.
2. In the last two years, our local school systems have turned from using standard text books to use of IPADs with scholastic book downloads. Many students who have assigned homework (e.g. work other than that within their downloaded text book) and must have Wi-Fi or internet sources available in order to complete necessary day-to-day projects. It is proven that parents will make sacrifices to give their children the tools necessary to help them succeed in academics. All High Schools in our PFSA have advanced to IPADs, without internet a student cannot complete their assignments and projects. What this means for our area is that Broadband is no longer a luxury, it is a necessity. In order for the students to thrive, parents are making sacrifices to make Broadband available to the future of our nation.

Below are some interesting facts within our PFSA:

<b>PFSA</b>	<b>*% in Poverty</b>	<b># of total individuals</b>	<b># of individuals (ages 0-17)</b>
Coffee	16.9	8447	2897
Crenshaw	18.2	2500	906
Dale	18.8	9198	3342
Pike	25.6	7936	2181

\*Based on information collected from the USDA Economic Research Service web site for 2011.

With the exception of existing Broadband service, the applicants have qualified based all other aspects of this Project. Troy Cable's total outreach through local school systems and community organizations reached over 21,000.